



# **ALTRUNITY AKA - LIKEMIND**

**SUPPORT THE BUSINESSES THAT SUPPORT YOUR COMMUNITY**

# DISCUSSION TOPICS

- WHAT IS ALTRUNITY
- WHY ALTRUNITY MAKES SENSE
- HOW IT WORKS
- WHO IT'S FOR
- COMPETITION
- MARKETING

# WHAT IS ALTRUNITY



# WHAT IS ALTRUNITY

ALTRUISUM – unselfish regard for or devotion to the welfare of others

UNITY - the state of being united or joined as a whole

<http://altrunity.com>



## **WHAT IS ALTRUNITY**

Altrunity is a place where groups or organizations can share information about businesses that support them or that they support.



# HOW IT WORKS

# **HOW IT WORKS**

## **Example – High School Orchestra Association**

- 1) The Association needs donations to support this year's fundraiser
- 2) Volunteers go into the community and ask local businesses for support
- 3) Local businesses donate goods and services for this event
- 4) The Association posts information about this business on Altrunity
- 5) Community members visit Altrunity and find businesses to support that support their community

# HOW IT WORKS

## Example – Group of Friends

- 1) A group of friends often asks each other for recommendations for everything from places to eat to auto mechanics to landscapers.
- 2) These friends create a group on Altrunity and start to add businesses that they know and utilize
- 3) These friends can now find and use businesses that have been vetted and recommended by people that they know and trust.
- 4) Over time, this group creates a curated, highly personalized list of businesses that they frequent



# HOW IT WORKS

## Example – Community Activists

- 1) A group within the community wants to support businesses that support the causes and groups that they also support. For instance, women-owned local businesses.
- 2) This group creates a group on Altrunity and starts to list known women-owned businesses in their community
- 3) Since this group is public, others that want to support women-owned business can visit Altrunity and find a curated, local list of women-owned businesses they can support
- 4) Over time, this list grows, reviews and comments are added and Altrunity becomes the go-to source for finding businesses that you feel good about supporting.

**WHY THIS MAKES SENSE**



# WHY THIS MAKES SENSE

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A few notes about trust, community and business reviews.

75.5% of consumers express trust in reviews, with 90.6% always reading them before making a purchase

55% of global consumers would prefer to use an open review platform, where they don't have to be invited by a business to write a review

75% of consumers always or regularly read online reviews when browsing for local businesses

Local news as an alternative review source has increased by 8% since 2023 to 43%

Under 50% of consumers trust reviews as much as they trust recommendations from friends

**WHO IS THIS FOR**



# WHO IS THIS FOR

- Organizations that want to give back to the businesses that support them
- Groups that want to provide personalized recommendations for services and business that they use and trust
- Consumers that are looking for trusted reviews and information from others that have similar beliefs or associations as they do
- Business that are looking for more of a return for their giving and support of local organizations.

# COMPETITION



# COMPETITION

Traditional Review Sites like Google, Facebook, Yelp, Trust Pilot, Etc

- Unlike the review sites above that are unmonitored, Altrunity reviews and recommendations are curated by people who share similar beliefs, tastes and community.

Newsletters, email and signage

- Unlike traditional one-time advertisements or notifications, Altrunity provides a single source of trust that can be visited easily and updated frequently.

**MARKETING**





# MARKETING

- Sponsorships for local organizations (Amount TBD) in exchange for use of Altrunity as the keeper of all sponsors of the event
- Advertisements in local newspapers, emails and newsletters.
- Targeted in Kirkwood, MO, then expand outward

# **COST & SUBSCRIPTION FEES**



# SUBSCRIPTION FEES

Current Fee: \$0/month for foreseeable future

Possible Fees to implement in the future

- \$??/year for organizations
- \$??/year for non-profit organizations
- \$0/year for groups with limited features.

Additional Fees

- \$Unknown for business to be featured
- \$Unknown for targeted advertisements

**ROLLOUT**



# ROLLOUT

December, 2024 – Initial Coding completed

March, 2025 – Initial Mobile App completed

March, April, May 2025 – Beta testing, feedback.

June, July, August 2025 – Bug fixes, enhancements, preparation for launch

September 2025 – Launch of website, initial marketing efforts.

**THANK YOU**





# **ADDITIONAL FAQ**

## F.A.Q.

- Is the name Altrunity set in stone?
  - No. I actually prefer likemind.com, but that domain name is expensive
- Is this site open to the public?
  - Technically, yes, but it's not being indexed by search engines and people probably can't find it without knowing the url.
- What is the testing plan?
  - Hopefully if you're reading this, you're part of the testing plan.
- I have a suggestion.
  - This isn't a question, but I appreciate suggestions & comments, so please email or text me.